



TRUE GRIT... for when it's needed the most

True to her name, salon owner Jacqui Victor has emerged victorious from the city's post-quake business slump...

The words 'true grit' are synonymous with determination, focus and perseverance in the face of adversity and hardship, but it is doubtful that Jacqui Victor was thinking of this when she bought the salon with its team of two in 2005.

She was already running another salon named The Front Room, which she started in 1995, and had built the team numbers to 21 within a short time.

Jacqui ran the two salons for the next 3 years, but found it was becoming increasingly difficult as she struggled with the different cultures between the salons. So in 2008, she moved all staff to the one salon and closed the doors on The Front Room to concentrate on True Grit.

Situated at 85 Manchester St, all was going well until last year's September 4 earthquake when the salon suffered major damage, causing it to be red-stickered. Jacqui immediately began to search for new premises and in the interim, moved True Grit in with another

salon, Yazu, based on Ferry Rd in Woolston.

Following the September earthquake, Jacqui bought Studio 5 at 77 Tuam St and moved her 18 staff in on October 18, with a view to staying a year. It was a stressful time, as the Tuam St premises were smaller than the team had been used to. In order to accommodate her employees, she extended business hours and rostered staff to work between 9am-9pm from Monday to Friday and all day Saturday.

Throughout this time, Jacqui refused to put any of her team off and due to her foresight in using a good insurance company, was able to pay her team their wages without the need to use government funding. Jacqui's intention was to keep everyone employed.

Just one weekend before moving to 77 Tuam St, Jacqui and the salon were finalists in three categories of the NZRAH and Kitomba Business Awards and True Grit came away with Employer of the Year 2010/2011



The February 4 earthquake completely destroyed what was left of the Manchester St salon. When Jacqui heard that the business owner was moving out of studio 3/77 Tuam St, she made a quick decision and took it.

This was the only way True Grit could expand and grow. The team had been cramped too long.

No 5 will continue to encompass the reception area and 'style studio', while No 3 is to be dedicated to colour. Jacqui has employed a designer to create a gorgeous yet practical space for her highly trained team.

True Grit staff and clients sadly miss the ambience of the beautiful colour lounge in Manchester St but Jacqui was determined the clients would continue to have a fabulous destination to enjoy. The team are also elated, as they now they have a staffroom. The new colour studio will be completed by early June.

The new location is in one of the first areas of the red zone to be re-opened to the public. Parking is quite reasonable

and the building itself is one of the safest in Christchurch, having been built with stringent regulations in place. Jacqui is keen to promote and grow the business from this new location.

This is truly a salon that has been through the mill and back and more than lived up to its name. Jacqui and her team made a sterling effort to face adversity and have emerged more successful than ever.

** True Grit wants to crown its "Queen of Referrals", with clients having the opportunity to win a sensational package valued at more than \$1000. Thank you to Terrace Downs and Essential Therapy for their generosity. Offer ends July 31.*

Top: Up and running again in the new Tuam St location. Above: The original True Grit premises on Manchester St after the September 4 quake.

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